

Rep Order# 9795153 Ver# 1 Status New
EC'd 'No

Traffic Order#

Printed: 08/21/2012 8:43 AM
Last Received: 08/20/2012 9:30 PM
Showing Buylines: All Lines

1 of 5

50870
Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER PLS CHECK AND CONF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F,M	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$110.00	09/18-09/24	3	1	3	\$330.00	
	2	TU-F,M	530A-6A	GOOD MORNING CINCY	:30	\$110.00	09/18-09/24	2	1	2	\$220.00	
	3	TU-F,M	6A-630A	GOOD MORNING CINCY	:30	\$200.00	09/18-09/24	3	1	3	\$600.00	
	4	TU-F,M	630A-7A	GOOD MORNING CINCY	:30	\$200.00	09/18-09/24	2	1	2	\$400.00	
	5	TU-F,M	7A-730A	THE EARLY SHOW	:30	\$100.00	09/18-09/24	3	1	3	\$300.00	
	6	TU-F,M	730A-8A	THE EARLY SHOW	:30	\$100.00	09/18-09/24	2	1	2	\$200.00	
	7	TU-F,M	8A-830A	THE EARLY SHOW	:30	\$100.00	09/18-09/24	3	1	3	\$300.00	
	8	TU-F,M	830A-9A	THE EARLY SHOW	:30	\$100.00	09/18-09/24	2	1	2	\$200.00	
	9	TU-TH,M	430A-5A	GOOD MORNING CINCY @ 430A	:30	\$25.00	09/18-09/24	3	1	3	\$75.00	
	10	SA	630A-7A	12 NEWS SATURDAY	:30	\$90.00	09/22-09/22	1	1	1	\$90.00	
	11	SA	730A-8A	12 NEWS SATURDAY	:30	\$90.00	09/22-09/22	1	1	1	\$90.00	

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Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	12	SA	830A-9A	SATURDAY EARLY SHOW	:30	\$120.00	09/22-09/22	1	1	1	\$120.00	
	13	SU	430A-5A	GOOD MORNING CINCY @ 430A	:30	\$25.00	09/23-09/23	1	1	1	\$25.00	
	14	TU-F,M	9A-10A	THE DOCTORS	:30	\$100.00	09/18-09/24	4	1	4	\$400.00	
	15	TU-F,M	10A-11A	ANDERSON	:30	\$100.00	09/18-09/24	4	1	4	\$400.00	
	16	TU-F,M	11A-12P	PRICE IS RIGHT	:30	\$150.00	09/18-09/24	4	1	4	\$600.00	
	17	TU-F,M	12P-1230P	12 NEWS AT NOON	:30	\$150.00	09/18-09/24	5	1	5	\$750.00	
	18	TU-F,M	1230P-130P	THE YOUNG AND RESTLESS	:30	\$150.00	09/18-09/24	5	1	5	\$750.00	
	19	TU-F,M	130P-2P	BOLD AND BEAUTIFUL	:30	\$150.00	09/18-09/24	5	1	5	\$750.00	
	20	TU-F,M	2P-3P	THE TALK	:30	\$150.00	09/18-09/24	4	1	4	\$600.00	
	21	SA	930A-10A	SATURDAY EARLY SHOW	:30	\$120.00	09/22-09/22	1	1	1	\$120.00	
	22	SU	9A-930A	CBS SUNDAY MORNING	:30	\$140.00	09/23-09/23	1	1	1	\$140.00	
	23	SU	930A-10A	CBS SUNDAY MORNING	:30	\$140.00	09/23-09/23	1	1	1	\$140.00	
	24	SU	10A-1030A	CBS SUNDAY MORNING	:30	\$140.00	09/23-09/23	1	1	1	\$140.00	
	25	SU	1030A-11A	FACE THE NATION	:30	\$150.00	09/23-09/23	1	1	1	\$150.00	
	26	SU	11A-1130A	NEWSMAKERS	:30	\$100.00	09/23-09/23	1	1	1	\$100.00	
	27	TU-F,M	3P-4P	LET'S MAKE A DEAL	:30	\$125.00	09/18-09/24	5	1	5	\$625.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	28	TU-F,M	4P-430P	12 NEWS FIRST	:30	\$180.00	09/18-09/24	5	1	5	\$900.00	
	29	TU-F,M	430P-5P	12 NEWS FIRST	:30	\$180.00	09/18-09/24	5	1	5	\$900.00	
	30	TU-F,M	5P-530P	12 LOCAL NEWS	:30	\$200.00	09/18-09/24	5	1	5	\$1,000.00	
	31	TU-F,M	530P-6P	12 LOCAL NEWS	:30	\$200.00	09/18-09/24	5	1	5	\$1,000.00	
	32	TU-F,M	6P-630P	12 NEWS AT 6P	:30	\$300.00	09/18-09/24	5	1	5	\$1,500.00	
	33	SA	6P-630P	12 NEWS	:30	\$150.00	09/22-09/22	1	1	1	\$150.00	
	34	SU	630P-7P	LOCAL 12 NEWS	:30	\$250.00	09/23-09/23	1	1	1	\$250.00	
	35	TU-F,M	7P-730P	INSIDE EDITION	:30	\$250.00	09/18-09/24	5	1	5	\$1,250.00	
	36	TU-F,M	727P-8P	ENT. TONITE	:30	\$250.00	09/18-09/24	5	1	5	\$1,250.00	
	37	SA	657P-757P	ENTERTAINMENT THIS WEEK	:30	\$200.00	09/22-09/22	1	1	1	\$200.00	
	40	TU	8P-9P	NCIS	:30	\$1,500.00	09/18-09/18	1	1	1	\$1,500.00	
	42	TU	9P-10P	NCIS LA	:30	\$1,500.00	09/18-09/18	1	1	1	\$1,500.00	
	46	W	8P-9P	SURVIVOR	:30	\$2,000.00	09/19-09/19	1	1	1	\$2,000.00	
	49	TH	8P-9P	BIG BANG-CBS/RLS-ENGMMNT-CBS	:30	\$1,600.00	09/20-09/20	1	1	1	\$1,600.00	
	55	SU	7P-8P	60 MINUTES	:30	\$800.00	09/23-09/23	1	1	1	\$800.00	
	57	SU	10P-11P	MENTALIST	:30	\$1,600.00	09/23-09/23	1	1	1	\$1,600.00	
	58	TU-F,M	11P-1135P	12 NEWS AT 11P	:30	\$550.00	09/18-09/24	5	1	5	\$2,750.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	59	SA	11P-1135P	12 NEWS @ 11P	:30	\$550.00	09/22-09/22	1	1	1	\$550.00	
	60	SU	11P-1135P	12 NEWS @ 11P	:30	\$550.00	09/23-09/23	1	1	1	\$550.00	
	61	TU-F,M	1135P-1235A	DAVID LETTERMAN	:30	\$150.00	09/18-09/24	5	1	5	\$750.00	
	62	SA	1135P-1205A	DAVID LETTERMAN	:30	\$150.00	09/22-09/22	5	1	5	\$750.00	
	63	SA	1205A-105A	CRIMINAL MINDS	:30	\$60.00	09/22-09/22	1	1	1	\$60.00	
	64	SU	1135P-1205A	SPORTS AUTHORITY	:30	\$100.00	09/23-09/23	1	1	1	\$100.00	
	65	SU	1205A-105A	CRIMINAL MINDS	:30	\$60.00	09/23-09/23	1	1	1	\$60.00	
	68	SA	12P-7P	SEC FOOTBALL	:30	\$350.00	09/22-09/22	1	1	1	\$350.00	
	69	SU	12P-1P	NFL TODAY	:30	\$800.00	09/23-09/23	1	1	1	\$800.00	
	71	SU	1P-4P	BENGALS V REDSKINS	:30	\$6,500.00	09/23-09/23	1	1	1	\$6,500.00	
	73	SU	4P-7P	NFL AFC GAME	:30	\$2,400.00	09/23-09/23	1	1	1	\$2,400.00	

---REPORT TOTALS---

Report Totals: 137 / \$41,635.00

---SALES MONTHLY TOTALS---

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Rep Firm
Sales Office () WASHINGTON
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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Sep 12: 137 / \$41,635.00

Sales Totals: 137 / \$41,635.00

Station Totals: 137 / \$41,635.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$160,135	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	26%
		WKRC	26%	WLWT	35%	WSTR	2%	WXIX	10%		

Books null
Demos RA35+

ORDER



Orders	Order / Rev:	50870
	Alt Order #:	09795153
	Product Desc:	OBAMA 4 AMERICA *A
	Estimate:	1536 *a
	Flight Dates:	09/18/12 - 09/24/12
	Original Date / Rev:	08/21/12 / 08/21/12
	Order Type:	GENERAL

Local 12 WKRC-TV
Millennium Washington DC
MNAT
National

Primary AE:
Sales Office:
Sales Region:

Agency	Name:	Greer Margolis Mitchell
	Buying Contact:	
	Billing Contact:	
		1010 Wisconsin Ave
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Obama/D/President
	Demographic:	A35+
	Product Codes:	Presidential Elections
	Priority:	P-4
	Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	137	\$41,635.00	\$35,389.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	137	\$41,635.00	\$35,389.75	0.00
Totals	137	\$41,635.00	\$35,389.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	26%	\$41,635.00
Market	100%	\$160,134.62

Competitive Share	Share	Total
EKRC	1%	\$1,601.35
UNKWN	0%	\$0.00
WCPO	26%	\$41,635.00
WLWT	35%	\$56,047.12
WSTR	2%	\$3,202.69
WXIX	10%	\$16,013.46

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKRC	09/18/12	09/24/12	5a Good Morn Cincinnati	CM	5:00 AM-5:30 AM	MTWTF--	:30	3	\$110.00	P-4	0.00	NM	3	\$330.00
GOOD MORNING CINCY @ 5A															
Week: 09/18/12		09/24/12	09/24/12	MTWTF--		5:00 AM-5:30 AM			3	\$110.00		0.00			
E 2	WKRC	09/18/12	09/24/12	5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM	MTWTF--	:30	2	\$110.00	P-4	0.00	NM	2	\$220.00
GOOD MORNING CINCY															
Week: 09/18/12		09/24/12	09/24/12	MTWTF--		5:30 AM-6:00 AM			2	\$110.00		0.00			
E 3	WKRC	09/18/12	09/24/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM	MTWTF--	:30	3	\$200.00	P-4	0.00	NM	3	\$600.00
GOOD MORNING CINCY															
Week: 09/18/12		09/24/12	09/24/12	MTWTF--		6:00 AM-6:30 AM			3	\$200.00		0.00			

Order / Rev: 50870

Advertiser: Obama/D/President

Alt Order #: 09795153

Product Desc: OBAMA 4 AMERICA *A

Local 12 WKRC-TV

Flight Dates: 09/18/12 - 09/24/12

Estimate: 1536 *a

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKRC	09/18/12	09/24/12	6a Good Morn Cincinnati 6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	MTWTF--	:30	3	\$200.00	P-4	0.00	NM	3	\$600.00
GOOD MORNING CINCY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/18/12	09/24/12		MTWTF--	3	\$200.00	0.00								
E 4	WKRC	09/18/12	09/24/12	6a Good Morn Cincinnati 6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	MTWTF--	:30	2	\$200.00	P-4	0.00	NM	2	\$400.00
GOOD MORNING CINCY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/18/12	09/24/12		MTWTF--	2	\$200.00	0.00								
E 5	WKRC	09/18/12	09/24/12	CBS This Morning CBS Morning News	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	MTWTF--	:30	3	\$100.00	P-4	0.00	NM	3	\$300.00
THE EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/18/12	09/24/12		MTWTF--	3	\$100.00	0.00								
E 6	WKRC	09/18/12	09/24/12	CBS This Morning CBS Morning News	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	MTWTF--	:30	2	\$100.00	P-4	0.00	NM	2	\$200.00
THE EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/18/12	09/24/12		MTWTF--	2	\$100.00	0.00								
E 7	WKRC	09/18/12	09/24/12	CBS This Morning CBS Morning News	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	MTWTF--	:30	3	\$100.00	P-4	0.00	NM	3	\$300.00
THE EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/18/12	09/24/12		MTWTF--	3	\$100.00	0.00								
E 8	WKRC	09/18/12	09/24/12	CBS This Morning CBS Morning News	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	MTWTF--	:30	2	\$100.00	P-4	0.00	NM	2	\$200.00
THE EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/18/12	09/24/12		MTWTF--	2	\$100.00	0.00								
E 9	WKRC	09/18/12	09/24/12	430-5a News M-Th/Su 430a News	CM	4:30 AM-5:00 AM	MTWT----	:30	3	\$25.00	P-4	0.00	NM	3	\$75.00
GOOD MORNING CINCY @ 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/18/12	09/24/12		MTWT---	3	\$25.00	0.00								
E 10	WKRC	09/22/12	09/22/12	6a-8a News BB 6a-8a News BB	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	-----S-	:30	1	\$90.00	P-4	0.00	NM	1	\$90.00
12 NEWS SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/17/12	09/23/12		-----S-	1	\$90.00	0.00								
E 11	WKRC	09/22/12	09/22/12	6a-8a Local 12 News Sat 6a-8a Local 12 News Sat	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	-----S-	:30	1	\$90.00	P-4	0.00	NM	1	\$90.00
12 NEWS SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/17/12	09/23/12		-----S-	1	\$90.00	0.00								
E 12	WKRC	09/22/12	09/22/12	CBS This Morning Saturday Saturday Early Show	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	-----S-	:30	1	\$120.00	P-4	0.00	NM	1	\$120.00
SATURDAY EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/17/12	09/23/12		-----S-	1	\$120.00	0.00								
E 13	WKRC	09/23/12	09/23/12	430-5a News M-Th/Su 430a News	CM	4:30 AM-5:00 AM	-----S	:30	1	\$25.00	P-4	0.00	NM	1	\$25.00
GOOD MORNING CINCY @ 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/17/12	09/23/12		-----S	1	\$25.00	0.00								
E 14	WKRC	09/18/12	09/24/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	MTWTF--	:30	4	\$100.00	P-4	0.00	NM	4	\$400.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/18/12	09/24/12		MTWTF--	4	\$100.00	0.00								
E 15	WKRC	09/18/12	09/24/12		CM	10:00 AM-11:00 AM	MTWTF--	:30	4	\$100.00	P-4	0.00	NM	4	\$400.00

Advertiser: Obama/D/President

Order / Rev: 50870

Product Desc: OBAMA 4 AMERICA *A

Local 12 WKRC-TV

Estimate: 1536 *a

Flight Dates: 09/18/12 - 09/24/12

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 10a-11a														
M-F 10a-11a														
Anderson														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/18/12	09/24/12		MTWTF--	4	\$100.00	0.00							
E 16	WKRC	09/18/12	09/24/12	The Price is Right	CM	11:00 AM-12:00 PMTWTf--	:30	4	\$150.00	P-4	0.00	NM	4	\$600.00
The Price is Right														
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/18/12	09/24/12		MTWTF--	4	\$150.00	0.00							
E 17	WKRC	09/18/12	09/24/12	Local 12 News at Noon	CM	12:00 PM-12:30 PMTWTf--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
Local 12 News at Noon														
12 NEWS AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/18/12	09/24/12		MTWTF--	5	\$150.00	0.00							
E 18	WKRC	09/18/12	09/24/12	Young & the Restless	CM	12:30 PM-1:30 PMTWTf--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
Young & the Restless														
THE YOUNG AND RESTLESS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/18/12	09/24/12		MTWTF--	5	\$150.00	0.00							
E 19	WKRC	09/18/12	09/24/12	Bold & the Beautiful	CM	1:30 PM-2:00 PM MTWTF--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
Bold & the Beautiful														
BOLD AND BEAUTIFUL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/18/12	09/24/12		MTWTF--	5	\$150.00	0.00							
E 20	WKRC	09/18/12	09/24/12	The Talk	CM	2:00 PM-3:00 PM MTWTF--	:30	4	\$150.00	P-4	0.00	NM	4	\$600.00
The Talk														
THE TALK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/18/12	09/24/12		MTWTF--	4	\$150.00	0.00							
E 21	WKRC	09/22/12	09/22/12	CBS This Morning Saturday	CM	9:30 AM-10:00 AM-----S-	:30	1	\$120.00	P-4	0.00	NM	1	\$120.00
Saturday Early Show														
SATURDAY EARLY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/17/12	09/23/12		-----S-	1	\$120.00	0.00							
E 22	WKRC	09/23/12	09/23/12	CBS Sun Morning	CM	9:00 AM-9:30 AM -----S	:30	1	\$140.00	P-4	0.00	NM	1	\$140.00
CBS Sun Morn News														
CBS SUNDAY MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/17/12	09/23/12		-----S	1	\$140.00	0.00							
E 23	WKRC	09/23/12	09/23/12	CBS Sun Morning	CM	9:30 AM-10:00 AM-----S	:30	1	\$140.00	P-4	0.00	NM	1	\$140.00
CBS Sun Morn News														
CBS SUNDAY MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/17/12	09/23/12		-----S	1	\$140.00	0.00							
E 24	WKRC	09/23/12	09/23/12	CBS Sun Morning	CM	10:00 AM-10:30 AM-----S	:30	1	\$140.00	P-4	0.00	NM	1	\$140.00
CBS Sun Morn News														
CBS SUNDAY MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/17/12	09/23/12		-----S	1	\$140.00	0.00							
E 25	WKRC	09/23/12	09/23/12	CBS Sun Morning	CM	10:30 AM-11:00 AM-----S	:30	1	\$150.00	P-4	0.00	NM	1	\$150.00
Face the Nation														
FACE THE NATION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/17/12	09/23/12		-----S	1	\$150.00	0.00							
E 26	WKRC	09/23/12	09/23/12	Newsmakers	CM	11:00 AM-11:30 AM-----S	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
Newsmakers														
NEWSMAKERS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/17/12	09/23/12		-----S	1	\$100.00	0.00							
E 27	WKRC	09/18/12	09/24/12		CM	3:00 PM-4:00 PM MTWTF--	:30	5	\$125.00	P-4	0.00	NM	5	\$625.00

Order / Rev:	50870	Advertiser:	Obama/D/President
Alt Order #:	09795153	Product Desc:	OBAMA 4 AMERICA *A
Flight Dates:	09/18/12 - 09/24/12	Estimate:	1536 *a

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
LET'S MAKE A DEAL														
Let's Make a Deal														
Let's Make a Deal														
LET'S MAKE A DEAL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/18/12	09/24/12	MTWTF--	5	\$125.00	0.00								
E 28	WKRC	09/18/12	09/24/12	4p Local 12 News at Four	CM	4:00 PM-4:30 PM MTWTF--	:30	5	\$180.00	P-4	0.00	NM	5	\$900.00
12 NEWS FIRST														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/18/12	09/24/12	MTWTF--	5	\$180.00	0.00								
E 29	WKRC	09/18/12	09/24/12	4p Local 12 News at Four	CM	4:30 PM-5:00 PM MTWTF--	:30	5	\$180.00	P-4	0.00	NM	5	\$900.00
12 NEWS FIRST														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/18/12	09/24/12	MTWTF--	5	\$180.00	0.00								
E 30	WKRC	09/18/12	09/24/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM MTWTF--	:30	5	\$200.00	P-4	0.00	NM	5	\$1,000.00
12 LOCAL NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/18/12	09/24/12	MTWTF--	5	\$200.00	0.00								
E 31	WKRC	09/18/12	09/24/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM MTWTF--	:30	5	\$200.00	P-4	0.00	NM	5	\$1,000.00
12 LOCAL NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/18/12	09/24/12	MTWTF--	5	\$200.00	0.00								
E 32	WKRC	09/18/12	09/24/12	6p Local 12 News at Six	CM	6:00 PM-6:30 PM MTWTF--	:30	5	\$300.00	P-4	0.00	NM	5	\$1,500.00
12 NEWS AT 6P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/18/12	09/24/12	MTWTF--	5	\$300.00	0.00								
E 33	WKRC	09/22/12	09/22/12	6pm Local 12 News Sat	CM	6:00 PM-6:30 PM -----S-	:30	1	\$150.00	P-4	0.00	NM	1	\$150.00
12 NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/17/12	09/23/12	-----S-	1	\$150.00	0.00								
E 34	WKRC	09/23/12	09/23/12	630p Local 12 News Sun	CM	6:30 PM-7:00 PM -----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
LOCAL 12 NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/17/12	09/23/12	-----S	1	\$250.00	0.00								
E 35	WKRC	09/18/12	09/24/12	M-F 7p-730p	CM	7:00 PM-7:30 PM MTWTF--	:30	5	\$250.00	P-4	0.00	NM	5	\$1,250.00
INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/18/12	09/24/12	MTWTF--	5	\$250.00	0.00								
E 36	WKRC	09/18/12	09/24/12	M-F 730p-8p	CM	7:27 PM-8:00 PM MTWTF--	:30	5	\$250.00	P-4	0.00	NM	5	\$1,250.00
ENT. TONITE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/18/12	09/24/12	MTWTF--	5	\$250.00	0.00								
E 37	WKRC	09/22/12	09/22/12	Sa Prime Access Rotato	CM	6:57 PM-7:57 PM -----S-	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
ENTERTAINMENT THIS WEEK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/17/12	09/23/12	-----S-	1	\$200.00	0.00								
E 38	WKRC	09/18/12	09/18/12	Tue Reg 1	CM	8:00 PM-9:00 PM -T-----	:30	1	\$1,500.00	P-4	0.00	NM	1	\$1,500.00
NCIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:	09/17/12	09/23/12	-T-----	1	\$1,500.00	0.00								
E 39	WKRC	09/18/12	09/18/12	Tue Reg 1	CM	9:00 PM-10:00 PM -T-----	:30	1	\$1,500.00	P-4	0.00	NM	1	\$1,500.00

Order / Rev: 50870

Advertiser: Obama/D/President

Alt Order #: 09795153

Product Desc: OBAMA 4 AMERICA *A

Local 12 WKRC-TV

Flight Dates: 09/18/12 - 09/24/12

Estimate: 1536 *a

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Tue Reg 2															
Tue Reg 2															
NCIS LA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/17/12	09/23/12	-T-----		1	\$1,500.00	0.00								
E 40	WKRC	09/19/12	09/19/12	Wed Reg 1	CM	8:00 PM-9:00 PM	--W----	:30	1	\$2,000.00	P-4	0.00	NM	1	\$2,000.00
Survivor															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/17/12	09/23/12	--W----		1	\$2,000.00	0.00								
E 41	WKRC	09/20/12	09/20/12	Thu Reg 1	CM	8:00 PM-9:00 PM	---T---	:30	1	\$1,600.00	P-4	0.00	NM	1	\$1,600.00
BIG BANG-CBS/RLS-ENGMMNT-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/17/12	09/23/12	---T---		1	\$1,600.00	0.00								
E 42	WKRC	09/23/12	09/23/12	Sun Reg 1	CM	7:00 PM-8:00 PM	-----S	:30	1	\$800.00	P-4	0.00	NM	1	\$800.00
60 MINUTES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/17/12	09/23/12	-----S		1	\$800.00	0.00								
E 43	WKRC	09/23/12	09/23/12	Sun Reg 4	CM	10:00 PM-11:00 PM	-----S	:30	1	\$1,600.00	P-4	0.00	NM	1	\$1,600.00
MENTALIST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/17/12	09/23/12	-----S		1	\$1,600.00	0.00								
E 44	WKRC	09/18/12	09/24/12	11p M-F Local 12 News	CM	11:00 PM-11:35 PM	MTWTF--	:30	5	\$550.00	P-4	0.00	NM	5	\$2,750.00
12 NEWS AT 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/18/12	09/24/12	MTWTF--		5	\$550.00	0.00								
E 45	WKRC	09/22/12	09/22/12	11p M-Su Local 12 News	CM	11:00 PM-11:35 PM	-----S-	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00
12 NEWS @ 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/17/12	09/23/12	-----S-		1	\$550.00	0.00								
E 46	WKRC	09/23/12	09/23/12	11p M-Su Local 12 News	CM	11:00 PM-11:35 PM	-----S	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00
12 NEWS @ 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/17/12	09/23/12	-----S		1	\$550.00	0.00								
E 47	WKRC	09/18/12	09/24/12	Letterman	CM	11:35 PM-12:35 AM	XMTWTF--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/18/12	09/24/12	MTWTF--		5	\$150.00	0.00								
E 48	WKRC	09/22/12	09/22/12	Sat Late Fringe Rotator	CM	11:35 PM-12:05 AM	X-----S-	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
David Letterman															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/17/12	09/23/12	-----S-		5	\$150.00	0.00								
E 49	WKRC	09/22/12	09/22/12	Sat 1205a-105a	CM	12:05 AM-1:05 AM	-----S-	:30	1	\$60.00	P-4	0.00	NM	1	\$60.00
CRIMINAL MINDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/17/12	09/23/12	-----S-		1	\$60.00	0.00								
E 50	WKRC	09/23/12	09/23/12	Sun 1135p-1205a	CM	11:35 PM-12:05 AM	-----S	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
SPORTS AUTHORITY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/17/12	09/23/12	-----S		1	\$100.00	0.00								
E 51	WKRC	09/23/12	09/23/12		CM	12:05 AM-1:05 AM	-----S	:30	1	\$60.00	P-4	0.00	NM	1	\$60.00

